



Reinhart Boerner Van Deuren s.c.
P.O. Box 2018
Madison, WI 53701-2018

22 East Mifflin Street
Suite 600
Madison, WI 53703-4225

Telephone: 608-229-2200
Fax: 608-229-2100
Toll Free: 800-728-6239
reinhardtlaw.com

June 22, 2015

Lucas N. Roe
Direct Dial: 608-229-2251
lroe@reinhardtlaw.com

DELIVERED BY FEDEX

City of Fitchburg
Planning/Zoning Department
5520 Lacy Road
Fitchburg, WI 53711

Dear Sir or Madam:

Re: Application for Conditional Use Permit
AMC Theatre, 6091 McKee Road,
Fitchburg, Wisconsin

Enclosed please find the following in connection with a request for a conditional use permit for alcoholic beverage sales at the AMC Theatre located at 6091 McKee Road in Fitchburg, Wisconsin:

1. Conditional Use Permit Application
2. Check in the amount of \$445
3. Three (3) 11 x 17 copies of plans for the project showing the proposed interior renovation. No exterior renovation is proposed. Alcoholic beverages are planned to be sold in the area labeled "MACGUFFINS" on the plans, which is located separate from the general concession stand and following the ticket booth.
4. Project Summary

Copies of the above are also being submitted electronically to planning@fitchburgwi.gov. If you have any questions regarding the application, please feel free to call me at (608) 229-2251. We look forward to working with you on this project.

Sincerely,

A handwritten signature in black ink, appearing to read "L. Roe", is written over a horizontal line.

Lucas N. Roe

32278381

Encs.



City of Fitchburg
Planning/Zoning Department
5520 Lacy Road
Fitchburg, WI 53711
(608) 270-4200

CONDITIONAL USE PERMIT APPLICATION

The undersigned owner, or owner's authorized agent, of property herein described hereby applies for a conditional use permit for the following described property:

1. Location of Property:

Street Address: 6091 McKee Rd., Fitchburg, WI 53719

Legal Description - (Metes & Bounds, or Lot No. And Plat):

See attached Exhibit "A"

***Also submit in electronic format (MS WORD or plain text) by email to: PLANNING@FITCHBURGWI.GOV

2. Current Use of Property: Motion picture theatre

3. Proposed Use of Property: Motion picture theatre with alcoholic beverage sales (no change to site plan)

4. Proposed Development Schedule: Complete construction by approximately December 2015

5. Zoning District: B-H Highway Business District

6. Future Land Use Plan Classification: Business

***Pursuant to Section 22-3(b) of the Fitchburg Zoning Ordinance, all Conditional Use Permits shall be consistent with the currently adopted City of Fitchburg Comprehensive Plan.

***Attach three (3) copies of a site plan which shows any proposed land divisions, plus vehicular access points and the location and size of all existing and proposed structures and parking areas. Two (2) of the three (3) copies shall be no larger than 11" x 17". Submit one (1) pdf document of the entire submittal to planning@fitchburgwi.gov.

Additional information may be requested.

Type of Residential Development (If Applicable):

No. of Dwelling Units by Bedroom: 1 BR ☐ 2 BR ☐ 3 BR ☐ 4 or More ☐

No. Of Parking Stalls:

Type of Non-residential Development (If Applicable): Motion picture theatre

Proposed Hours of Operation: 9:00am-3:00am (alcoholic beverage sales will comply with statutory closing hours)

No. Of Employees:

Floor Area: 85,100

No. Of Parking Stalls: No change from existing

Sewer: Municipal ☒ Private ☐ **Water:** Municipal ☒ Private ☐

Current Owner of Property: Realty Income Corporation

Address: 11995 El Camino Corporation, San Diego, CA 92130

Phone No: 800-375-6700

Contact Person: Bridget A. Holton-Deere

Email: bholton-deere@amctheatres.com

Address: 11500 Ash Street, Leawood, KS 66211

Phone No: 913-213-2461

Respectfully Submitted By:

Owner's or Authorized Agent's Signature

**** It is highly recommended that an applicant hold at least one neighborhood meeting prior to submitting an CUP application to identify any concerns or issues of surrounding residents.**

PLEASE NOTE - Applicants shall be responsible for legal or outside consultant costs incurred by the City. Submissions shall be made at least four (4) weeks prior to desired plan commission meeting.

For City Use Only: **Date Received:** **Publish:**

Ordinance Section No. **Fee Paid:**

Permit Request No.

Exhibit "A"

PARCEL A:

LOTS TEN (10) AND ELEVEN (11), CITY OF FITCHBURG COMMERCE PARK, IN THE CITY OF FITCHBURG, DANE COUNTY, WISCONSIN.

LOT 10--PARCEL NO. 225-0609-071-0910-4
ADDRESS PER TAX ROLL: NO PARCEL ADDRESS AVAILABLE

LOT 11--PARCEL NO. 225-0609-071-1005-8
ADDRESS PER TAX ROLL: 6091 MCKEE RD., FITCHBURG, WI.

PARCEL B:

LOTS ONE (1) AND TWO (2) OF CERTIFIED SURVEY MAP NO. 9099, RECORDED IN THE OFFICE OF THE REGISTER OF DEEDS FOR DANE COUNTY, WISCONSIN IN VOLUME 51 OF CERTIFIED SURVEY MAPS, PAGES 93 AND 94 AS DOCUMENT NUMBER 3044592, IN THE CITY OF FITCHBURG, DANE COUNTY, WISCONSIN.

SUBJECT TO AND TOGETHER WITH INGRESS-EGRESS EASEMENT OVER THE SOUTHERLY SIDE OF SAID LOTS 1 AND 2 AS SHOWN ON RECORDED CERTIFIED SURVEY MAP NO. 9099.

LOT 1--PARCEL NO. 225-0609-071-0075-6
ADDRESS PER TAX ROLL: NO PARCEL ADDRESS AVAILABLE

LOT 2--PARCEL NO. 225-0609-071-0150-4
ADDRESS PER TAX ROLL: 6101 MCKEE RD., FITCHBURG, WI.

PARCEL C:

LOT THREE (3) OF CERTIFIED SURVEY MAP NO. 9099, RECORDED IN THE OFFICE OF THE REGISTER OF DEEDS FOR DANE COUNTY, WISCONSIN IN VOLUME 51 OF CERTIFIED SURVEY MAPS, PAGES 93 AND 94 AS DOCUMENT NUMBER 3044592, IN THE CITY OF FITCHBURG, DANE COUNTY, WISCONSIN.

SUBJECT TO AND TOGETHER WITH INGRESS-EGRESS EASEMENT OVER THE NORTHERLY SIDE OF SAID LOT AS SHOWN ON RECORDED CERTIFIED SURVEY MAP NO. 9099.

LOT 3--PARCEL NO. 225-0609-071-0225-4
ADDRESS PER TAX ROLL: NO PARCEL ADDRESS AVAILABLE



AMERICAN MULTI-CINEMA, INC.
Theatre Support Center
11500 Ash Street
Leawood, KS, 66211

CHECK NO: 651916

DATE: 5/14/2015		VENDOR NAME: CITY OF FITCHBURG		VENDOR NO: 127702	
INVOICE NO	INVOICE DATE	DESCRIPTION	DISCOUNT AMOUNT	NET AMOUNT	
951505122015445	2015-05-12	CONDITIONAL USE PERMIT FEE	.00	445.00	
PLEASE DETACH AND RETAIN THIS STATEMENT AS YOUR RECORD OF PAYMENT.			Thank You	.00	445.00

WARNING: Original document has an artificial watermark on reverse side.



AMERICAN MULTI-CINEMA, INC.
Theatre Support Center
11500 Ash Street
Leawood, KS, 66211

Bank of America
Atlanta, GA US
64-1278 / 611 GA

No. 651916

CHECK DATE	CHECK NUMBER	CHECK AMOUNT
2015-05-14	651916	***\$445.00

PAY Four Hundred Forty-Five Dollars And Zero Cents*****

**TO THE
ORDER
OF**
CITY OF FITCHBURG
TREASURER
5520 LACY RD
FITCHBURG, WI 53711

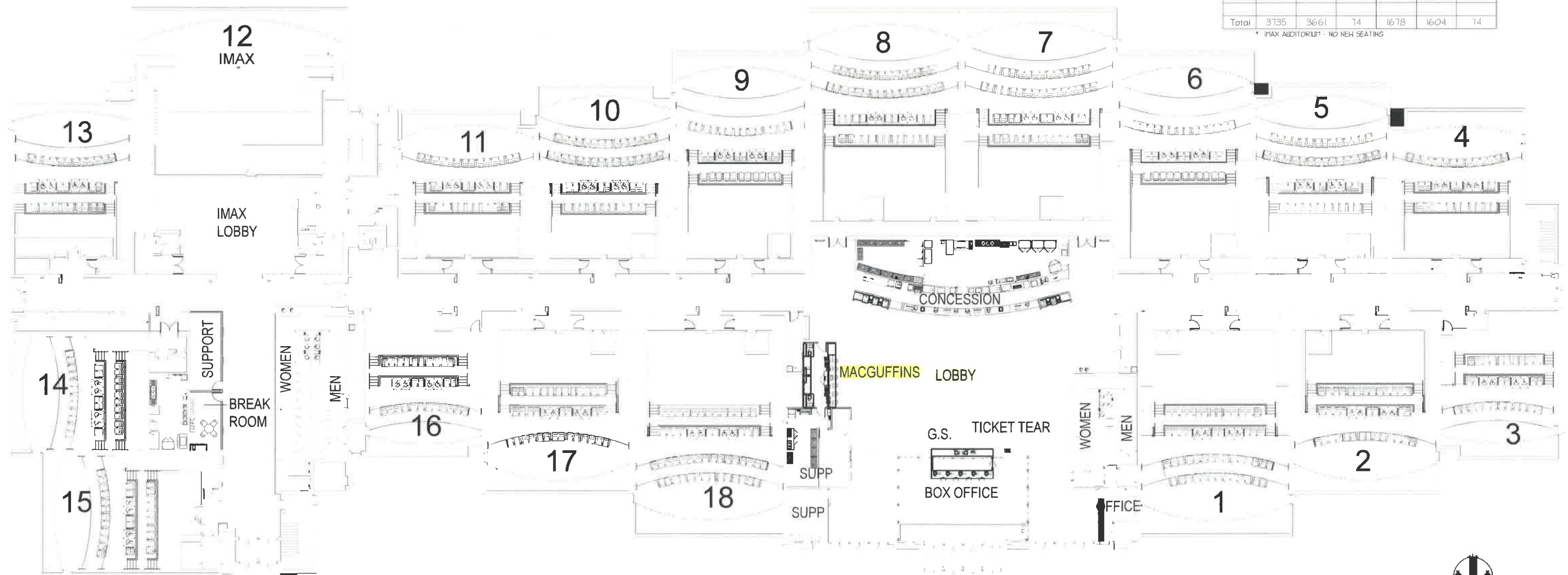
AMERICAN MULTI-CINEMA, INC.

Authorized Signature

⑈651916⑈ ⑆061112788⑆ 3299114183⑈

AUD.	Existing			New 60" seats w/ 84" row spacing		
	Total	Fixed	WCS	Total	Fixed	WCS
1	279	275	4	104	100	4
2	201	197	4	78	74	4
3	106	102	4	51	47	4
4	156	152	4	66	62	4
5	200	196	4	84	80	4
6	238	234	4	88	84	4
7	290	286	4	104	100	4
8	266	262	4	104	100	4
9	238	234	4	88	84	4
10	200	196	4	84	80	4
11	153	149	4	66	62	4
12*	352	346	6	352	346	6
13	151	153	4	59	55	4
14	151	153	4	59	55	4
15	151	153	4	59	55	4
16	106	102	4	50	46	4
17	201	197	4	78	74	4
18	218	214	4	104	100	4
Total	3735	3661	74	1678	1604	74

* IMAX AUDITORIUM - NO NEW SEATING



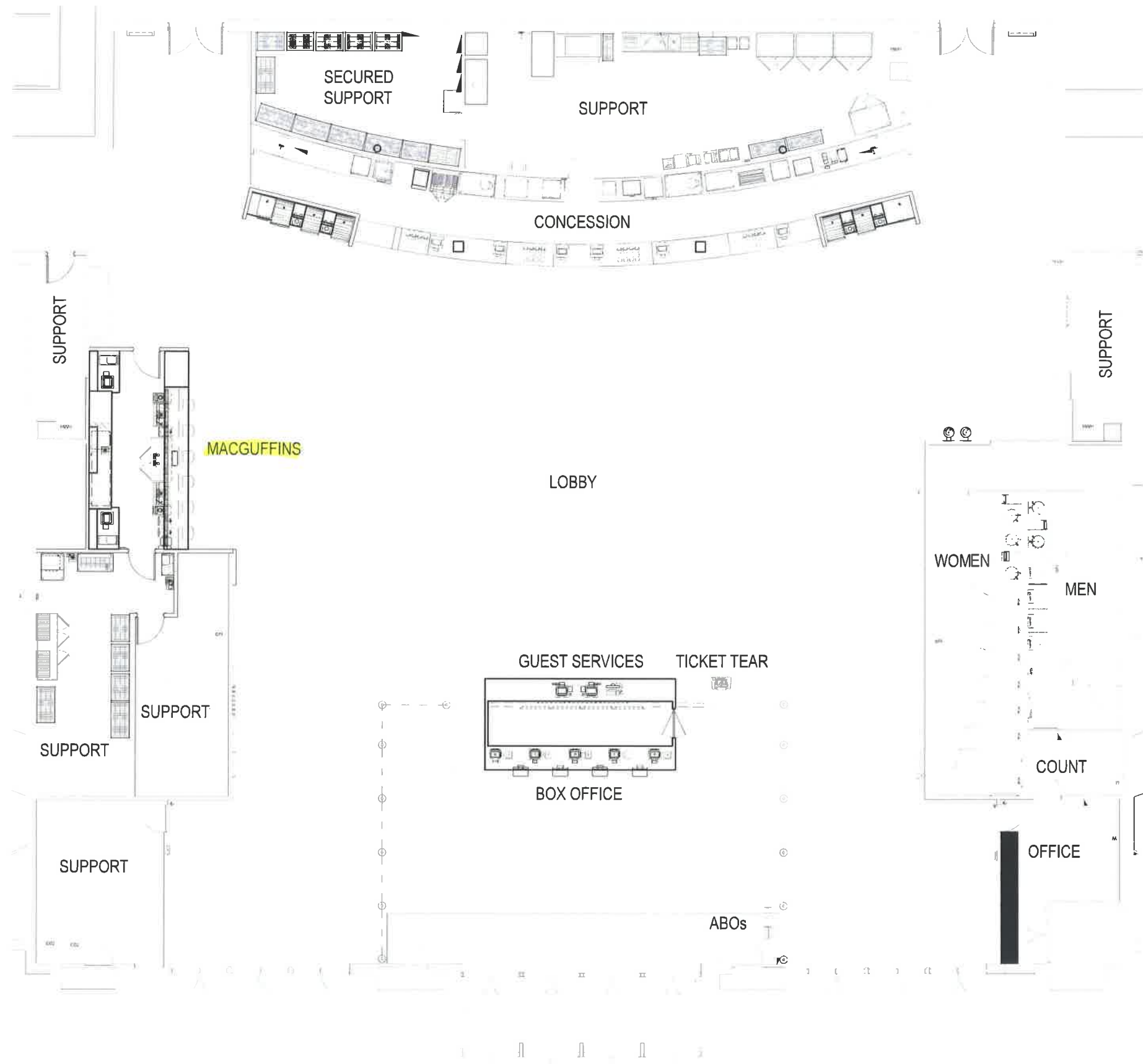
AMC FITCHBURG 18

6091 MCKEE ROAD
FITCHBURG, WI 53719

NEW ENTRY FLOOR PLAN

06.03.15





AMC FITCHBURG 18

6091 MCKEE ROAD
FITCHBURG, WI 53719

ENLARGED LOBBY PLAN

06.03.15

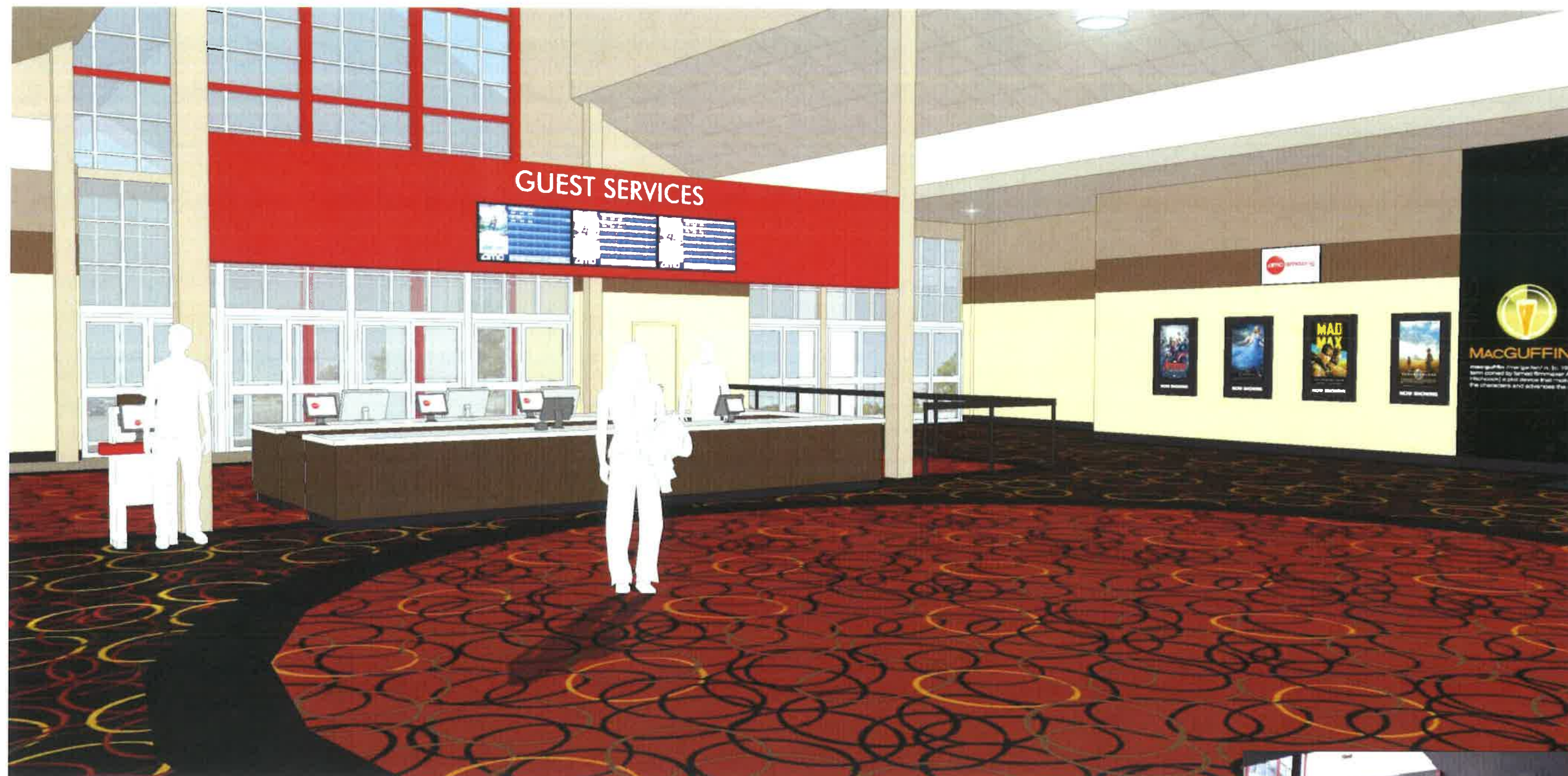


AMC FITCHBURG 18

6091 MCKEE ROAD
FITCHBURG, WI 53719

BOX OFFICE

06.03.15



AMC FITCHBURG 18

6091 MCKEE ROAD
FITCHBURG, WI 53719

GUEST SERVICES

06.03.15



AMC FITCHBURG 18

6091 MCKEE ROAD
FITCHBURG, WI 53719

LOBBY / CONCESSION

06.03.15



AMC FITCHBURG 18

6091 MCKEE ROAD
FITCHBURG, WI 53719

MACGUFFINS BAR

06.03.15

PROJECT SUMMARY

AMC THEATRE - 6091 MCKEE ROAD, FITCHBURG, WISCONSIN

American Multi-Cinema, Inc. is proposing to completely renovate the interior of its theatre located at 6091 McKee Road. The renovation is planned to include:

- Conversion to 60" luxury power recliners in all standard auditoriums.
- Availability of reserved seating.
- Sight and sound upgrades, including replacing carpeting and refreshing auditoriums and common areas.
- Expanding and upgrading concessions to include Coca-Cola Freestyle dispensers.
- Sale of beer, wine and spirits for on-site consumption.
- No modifications to the exterior of the building or parking are proposed.

Beer, wine and spirits for on-site consumption are planned to be sold at the "MacGuffins" located separate from the concession stand following the ticket booth (as shown on the enclosed plans).

With over 100 theatres in the United States licensed to serve alcoholic beverages, AMC has developed considerable experience in the safe and controlled service of beer, wine and spirits, which includes strict operational guidelines, corporate training (in addition to TIPS training) and a zero tolerance policy. The following are a few of the additional safeguards implemented by AMC to ensure a pleasurable viewing experience:

- Alcoholic beverages are sold to ticketed guests only.
- Everyone is carded.
- Alcoholic beverages are sold in distinctive cups.
- Compliance is monitored with Mystery Shops.
- Video surveillance is installed in the bar area.